

### REMARKS

Claims 29-51 are pending in this application, in which claims 29 and 39 are independent claims. Independent claims 29 and 39 have been amended. Favorable reconsideration and further examination of the action is respectfully requested in view of the amendments and following comments of the Applicants, which are preceded by related comments of the Examiner in small, bold type:

#### *Claim Rejections - 35 USC § 103*

**5. Claims 29-48 are rejected under 35 U.S.C. 103(a) as being unpatentable over Anderson et al, US 6,078,892 in view of Griggs, "Give us leads! Give us leads!"**

In "Response to Arguments" on page 2 of the subject action, the Examiner states that a new reference (hereinafter "Netscape reference") has been introduced, based upon further examination of the pending claims. While the Netscape reference is not mentioned in the 35 U.S.C. 103 rejection (reproduced above), Applicant assumes that the reference was inadvertently omitted from the rejection. As such the reference is considered in combination with Anderson and Griggs.

Independent claim 29, as amended, recites a plurality of secondary lead management servers are configured to couple one or more computerized information management systems to a lead management server. Referring to the originally filed application at page 7, line 34 to page 8, line 22, which reads:

Referring still to FIG. 1, lead management server 100 is also optionally coupled to one or more secondary lead management servers 150. These servers are similar to lead management server 100, and optionally may be restricted to received leads only from the lead management server, and not directly from other lead sources. The secondary servers communicate with the lead management server according to a standardized protocol, in this embodiment based on XML specifications of leads. In some embodiments, the secondary servers are implemented using the same structure as the lead management server. In other alternative embodiments, the secondary servers use different structures, for example by providing an interface that couples another information management system to the lead management server according to the standardized protocol. After the lead is routed to the secondary server, it is partially replicated in the lead storage of both servers, although the fields of the two stored leads may not be identical, since lead management server 100 may withhold some details regarding the lead from secondary server 150. The lead management server updates the lead based on feedback from the secondary server when it updates its copy of the lead, for example when the lead is assigned to a user. An exemplary

application of the lead management system has a vendor operating lead management server 100 and resellers operating secondary lead management servers 150. The vendor has users 100, such as direct sales representatives, who receive leads directly from lead management server 100. some leads are sent to a reseller by transferring lead information to the secondary server. The secondary server may provide some feedback information regarding the status of the lead to the lead management server 100. However, for example for competitive business reasons, some information such as the identity of a particular user assigned a lead by secondary lead management server 150 or contact information related to the lead may be kept private to the secondary system.

As such, a plurality secondary lead management servers not only can receive user feedback regarding the status of each lead, but also are configured to facilitate communication between the lead management server with one or more computerized information management systems.

No purported combination of Anderson, Griggs and Netscape discloses or suggests that a plurality of secondary lead management servers are configured to couple one or more computerized information management systems to a lead management server, as required by amended independent claim 29.

The Examiner is understood to acknowledge on page 5 that neither Anderson nor Griggs discloses or suggests a lead processing system that includes a lead management server and a plurality of secondary lead management servers. However, the Examiner states that "Netscape teaches a lead-tracking system that is carried out over the Internet wherein collected information is transmitted and stored over the Internet." The Examiner further states that "inherently the transmission of data includes the use of general computers running over the Internet and making use of one or more servers."<sup>1</sup>

Applicant submits that the Netscape reference merely describes saving customer information in a customer database for initiating follow-up sales and marketing activities. In this regard, under the heading "Aurum WebTrak", the Netscape reference reads:

**Aurum WebTrak**

WebTrak is designed for companies using Web home pages as a competitive tool to drive demand for their products and services, as well as to generate sales leads. Using WebTrak, the company's home page is supplied with a Web Customer Interface Form. When users fill out this form, the information automatically enters a customer database, the underlying technology upon which Aurum's products SalesTrak, TeleTrak, SupportTrak, and QualityTrak are built. The new

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<sup>1</sup> Office Action, page 5.

information simultaneously updates all of the relevant application areas, and triggers alarms for such follow-up action items as calling the customer, sending product information, scheduling a sales call, or any other relevant activities.

However, the Netscape reference appears silent in regards to a plurality of secondary lead management servers are configured to couple one or more computerized information management systems to a lead management server, as required by amended independent claim 29.

For at least these reasons, amended independent claim 29 is believed to be patentable over the cited references, individually or in combination. Independent claim 39 has been amended to include subject matter that is similar to claim 29 and is also believed to be allowable for at least the same reasons noted above.

All of the dependent claims are patentable for at least the reasons for which the claims on which they depend are patentable.

Canceled claims, if any, have been canceled without prejudice or disclaimer.

It is believed that all of the pending claims have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this paper should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this paper, and the amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

In view of the foregoing amendments and remarks, the entire application is now believed to be in condition for allowance, and such action is respectfully requested at the Examiner's earliest convenience.

Applicants' attorney can be reached at the address shown below. Telephone calls regarding this application should be directed to 617-368-2191.

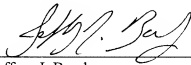
Applicant : Christopher P. Bergh et al.  
Serial No. : 09/575,283  
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Attorney's Docket No.: 10235-0047001

Please apply all charges or credits to Deposit Account No. 06-1050, referencing Attorney Docket No. 10235-047001.

Respectfully submitted,

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